

### Agenda

- WIOA Best Practices
- Outreach Need
- Writing a Media Release
- Recruitment
- Closing





#### State Plan/WIOA Best Practices

- ❖ In our State Plan, from the AE portion:
  - ❖ DWD will continue to use Blackboard to host best practices discussion forums for local program staff.

#### ❖ In WIOA:

- developing, replicating, and disseminating information on best practices and innovative programs, such as
  - the identification of effective strategies for working with adults with learning disabilities and with adults who are English language learners;
  - integrated education and training programs;
  - ❖workplace adult education and literacy activities; and
  - postsecondary education and training transition programs;



#### **Outreach Need**

Adults Age 18 and Older without a High School Diploma or HSE, 2014

#### Number of Adults

695 - 3,000 (35)

3,001 - 6,000 (32)

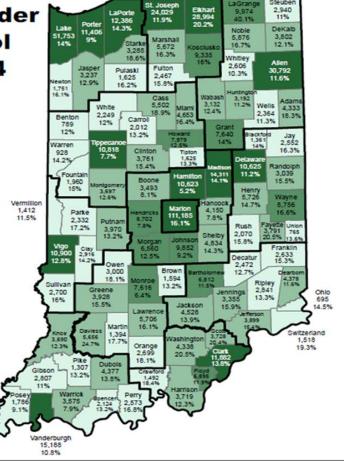
6,001 - 10,000 (11)

10,001 - 111,185 (14)

Economic Growth Region

Labels also show the percent of adults in this age group without a high school diploma or high school equivalency (HSE).

Map produced by the Indiana Business Research Center, using the American Community Survey 2010-2014 five-year estimates that were released by the U.S. Census Bureau in December 2015.







**1.** Use the Inverted Pyramid writing style.



Most Newsworthy Info
Who? What? When? Where? Why? How?

**Important Details** 

Other General Info Background Info







Sum up the key message in the first paragraph. Example:

#### ADULT ED TO HOLD CAREER FAIR

Region 10 Adult Education, serving Clark, Crawford, Floyd, Harrison, Scott, and Washington counties, will host a Mini Career Fair on March 17 from 12:00 to 3:00 p.m. at the Reisz Center, 1613 East Spring Street, in New Albany.







# Write further paragraphs of the media release in descending order of importance. Example:

Adult Education students and the public-at-large will have an opportunity to meet local employers and learn what job opportunities exist in the area. Participants may bring a resume and be prepared to complete a job application at the Mini Career Fair.

Employers who will be present include PESG Staffing, McDonald's, Rauch, Inc., Walmart, and Manpower.

According to Joe Smith, adult education student, "I attended the last Mini Career Fair and was hired on the spot that day. This is a great way to personally connect with local employers."

Adult Education services in Region 10 are managed locally by the fiscal agent, the Scott County Economic Development Corporation.









Region 10 Adult Education offers free instruction to adults in:

- High School Equivalency test preparation
- College preparation, including administering Accuplacer in the classroom for entry into Ivy Tech Community College
- English Language Acquisition classes
- Career Assessments and Career Counseling (Transition Specialist and referrals to KentuckianaWorksCollege Access Center)
- Career Awareness and Workplace Readiness Skills training integrated into the Adult Education classroom.
- Career Computer programs for workplace readiness, such as Indiana Career Explorer and WIN.
- Referrals and partnerships for additional training and employment opportunities.





# Writing a Media Release ENERTIS



For more information on the Mini Career Fair or Adult Education in Region 10, please contact Liz Daugherty at 812-981-3777 or visit

http://www.region10adulteducation.com/

https://www.facebook.com/Region10AdultEducation

https://twitter.com/Region10AdultEd

<u>###</u>







- Headlines should be simple, clear, and to the point but don't be afraid to be creative. Headlines entice someone to read the release.
- **Keep the body of the release at one page, if possible.**
- Try to find an angle that will appeal to people.
- Make sure your contact information is on the media release, including email address and phone number.
- \* Make sure your release is newsworthy.





#### **Photos**



- Have students sign a photo release form, giving you permission to use their photo.
- Take photos of students and teachers in the classroom, at a job fair, on a tour of a local industry, at an Ivy Tech Express Enrollment, at graduation.
- For small newspapers, email photo with a cut-line along with the release.

A cut-line is a description of the photo. Example: Sally Jones takes blood pressure as part of C.N.A. training.

#### What could I write about?

- Registration and orientation; class schedules
- College and career readiness
- Professional development events
- Student highlights and/or awards
- Instructor or staff highlights and/or awards
- Conferences
- New staff hired
- Touring a business or industry
- Career pathways
- Ivy Tech Express Enrollment
- Community and business partnerships
- Graduation









#### **Create a media list.**

Research all the news outlets in your area and make a contact list. Try to locate the email address of the reporter or editor. In your email to the reporter, offer to give a personal interview about your event or about your adult education programs.







# Use event pages and public service announcements

Look at local newspapers and magazines for event calendars. These are usually free and you can submit your event and include a link back to your Facebook event page.

Some areas have radio stations and cable TV channels that list events and announcements.







# **Public Service Announcement Example of PSA:**

Free Adult Education classes offered at convenient locations in High School Equivalency, College and Career Readiness, and English Language Acquisition. Call 812-981-3777 to register.







[Company Logo]

Contact: Jane Smith FOR IMMEDIATE RELEASE

Tel. xxx.xxx.xxxx

Email: jane@yourcompany.com

Date: 4/10/16

MAIN TITLE OF PRESS RELEASE GOES HERE IN ALL UPPER CASE

Subtitle Goes Here in Title Case

The body of press release begins here: get to the point immediately. What is the actual event?

Second paragraph: concrete details including date, time, where, why, any cost to attend or special restrictions.

Third – Last paragraphs: for the remainder of the release, attempt to tell a story about your program, and why the event is so important. Always include a quote.

#### **About ABC Corporation** [insert name of your company here]

[This is where you put a mini-biography of your business. How long you've been open, your place in the community, etc. Keep it to fewer than 4 lines. The last line should be: to learn more visit <a href="www.yourwebsitehere.com">www.yourwebsitehere.com</a>, or call us at XXX.XXXXXXXXI.]

###[Three hash tags is the universal symbol for the end of the press release.]







Contact your local newspaper editor and ask if they accept guest columns.

Some small newspapers are looking for guest columnists. They usually want a short bio on you and a headshot. They might let you send in a monthly column about adult education.

Sample topics: Adult Education in Region X; Achieving the HSE; Educational and Training Opportunities for Adults



#### **Student Recruitment**

Trish Maxwell

Lafayette Adult Resource Academy





# Marketing/Recruitment

Random Acts\_\_\_\_\_Strategic Marketing





### **Data Analysis**

2011-2012 Enrolled 1388

2012-2013 Enrolled 1474

2013-2014 Enrolled 1432

2014-2015 Enrolled 1574 – Includes Carroll/White

2015-2016 YTD Enrolled1425 – Includes Carroll/White 2015-2016 YTD Non-enrolled 654





### Who are we serving?

#### 2015-2016 Enrolled

Age 16-18: 201 (Age 16-17: 134)

Age 19-24: 311

Age 25-44: 736

Age 45-59: 134

Age 60+: 34

American Indian/Alaska Native: 5

Asian: 183

Black: 185

Hispanic/Latino: 225

Native Islander/Hawaiian: 3

White: 605

Multiracial: 219





#### Who needs Us?

Tippecanoe County

18+ No HSE: 10,806

Speaks English less than "very well": 9,047

Carroll County

18+ No HSE: 3,021

Speaks English less than "very well": 375

White County

18+ No HSE: 2,767

Speaks English less than "very well": 622





### **Awareness Campaign**

- Banners and Signs
- Printed Media
- Displays and Events
- Verbal Promotion
- Electronic Communication
- Community Connections
- Publications
- Paid Advertising





# Can they find you?

















# **Displays and Events**

















**ADULT EDUCATION** 











#### LARA fashion show to tout thrift

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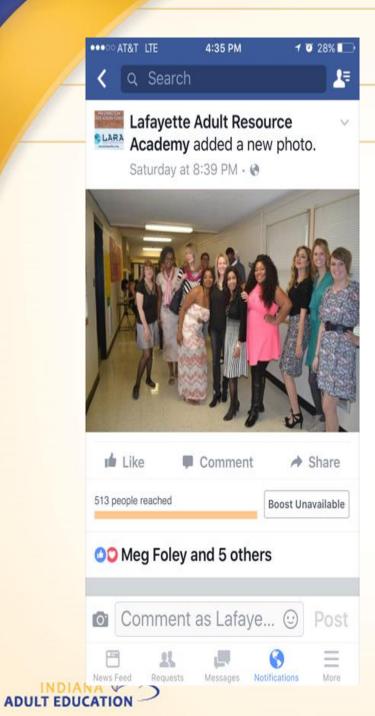
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#### **Verbal Promotion**



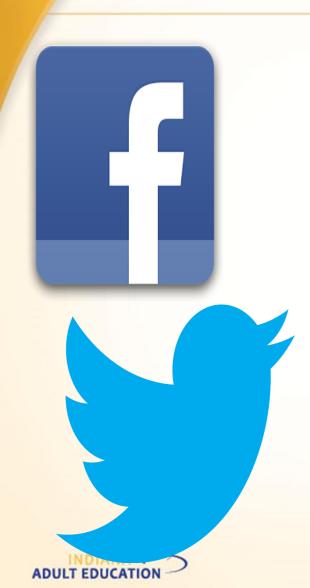
### **Childcare Services**







#### **Electronic Communication**

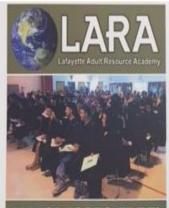






#### **Printed Media**





#### ALL CLASSES FREE!

- · EARN YOUR HIGH SCHOOL **EQUIVALENCY DIPLOMA**
- ENGLISH LANGUAGE CLASSES (ELL)
- GET FREE JOB TRAINING
- PREPARE FOR COLLEGE
- GET FREE RESUME ASSISTANCE
- JOB SEARCH ASSISTANCE

FREE ON-SITE CHILDCARE START TODAY!!!! **FLEXIBLE SCHEDULE!** 

#### **GET STARTED** TODAY!!!

FREE CLASSES!! **FLEXIBLE SCHEDULES!** 

MONDAY - THURSDAY 8:30AM - 8:30PM

#### FOR MORE INFORMATION

Call: 765-476-2920 Email:

laraoffice@lara.lafayette.in.us Text: 765-585-2682 www.laralafayette.org

#### **NOW IN 3 CONVENIENT** LOCATIONS:

LAFAYETTE

1100 Elizabeth St. + Lafayette, IN 47904

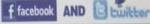
DELPHI

711 Armory Road • Delphi, IN 46923

MONTICELLO

315 North Illinois St. + Monticello, IN 47960

#### **FIND US ON**











# **Community Connections**









## **Paid Advertising**











# Closing



- WIOA
- Writing Media Releases
- Student Recruitment
- Marketing Ideas



#### Next

Our next best practices webinar is scheduled for June 8, 2016 at 10:00 a.m. to 11:30 a.m.





#### **Adult Education Contacts**

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rmelton@dwd.in.gov

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ddevers@dwd.in.gov

Region 9 & 10 Beth Pattison 812-725-3255 bpattison@dwd.in.gov

